

Message Text

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PAGE 01 SEOUL 01735 030739Z
ACTION EA-09

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C O N F I D E N T I A L SEOUL 1735

EYES ONLY FOR AMBASSADOR SNEIDER

EO 11652: GDS
TAGS: BEXP
SUBJ: DISCUSSION WITH USDOC REP

1. RICHARD GARNITZ DISCUSSED THE OPERATION OF THE TRADE CENTER AND COMMERCE'S SUPPORT FOR THE COMMERCIAL PROGRAM DURING VISIT HERE ON MARCH 2. HE REVIEWED THE TRADE CENTER HISTORY AND ARGUED THAT CONTINUING COMMERCE SUPPORT WAS ALWAYS UNDERSTOOD TO BE LIMITED TO A FEW SHOWS A YEAR. BEYOND THAT STATE WOULD FUND AND THE POST WOULD RECRUIT SHOWS LOCALLY. WE NOTED THAT IT WOULD BE VALUABLE TO RECRUIT SPIN-OFF EXHIBITS FROM SHOWS THAT ARE GOING TO OCCUR IN TOKYO AND TAIPEI. GARNITZ AGREED AND COMMITTED HIMSELF TO SUPPLYING US WITH THE LIST OF TRADE SHOWS FOR THOSE COUNTRIES OVER THE NEXT YEAR AND A HALF. WE WILL THEN LOOK AT THOSE IN AREAS TO WHICH WE ARE GIVING PRIORITY. HE WOULD REQUIRE US TO ESTABLISH THAT THEY ARE PRIORITY, BASED ON ADEQUATE MARKET RESEARCH. COMMERCE WOULD THEN INFORM POTENTIAL EXHIBITORS OF THE POSSIBILITY OF A SHOW IN KOREA AT THE SAME TIME THEY ARE RECRUITED FOR TOKYO OR TAIPEI.

2. GARNITZ ALSO PROMISED TO GIVE US MORE HELP ON MARKET RESEARCH. HE WILL EITHER SEND SOMEONE OUT HERE TO DO IT OR GET FUNDS TO PAY A PROFESSIONAL RESEARCH
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FIRM. HE COULD NOT, HOWEVER, PROVIDE US WITH MONEY AND LET US ARRANGE FOR IT TO BE DONE HERE, AS THAT WOULD VIOLATE CONGRESSIONAL REGULATIONS ON COMMERCE FUNDING. DISCUSSIONS WITH GARNITZ WERE AMICABLE AND IF HE CAN DO WHAT HE SAYS, SHOULD BE MOST HELPFUL.

3. GARNITZ SAY NO CHIN SHIK AT THE MINISTRY OF

COMMERCE AND INDUSTRY. PERHAPS THE MOST IMPORTANT MATTER THAT CAME UP WAS THE TIMING OF THE COMMERCE MINISTER'S MEETING. GARNITZ TOLD US (BUT NOT NO) HE HAD ADVISED SECRETARY KREBS TO DEFER THE MEETING UNTIL THE FALL BECAUSE SHE COULD BE HURT IF SHE APPEARED IN A PROMINENT ROLE WITH ROK GOVERNMENT OFFICIALS AT A TIME WHEN THE PUBLICITY ON KOREA WOULD ALL BE BAD.

4. OTHER REASONS FOR DEFERRING THE MINISTERIAL INCLUDE THE FACT IT WOULD BE USEFUL TO DEAL WITH COMMERCIAL MATTERS AS PART OF THE TOTALITY OF US-ROK ISSUES TO PROVIDE A BALANCED PACKAGE OF PLUSES AND MINUSES. A THIRD REASON IS THAT IT WOULD BE HELPFUL TO GIVE THE KOREAN GOVERNMENT MORE TIME TO WORK OUT ITS POLICY ON IMPORT LIBERALIZATION. HOWEVER, DEFERRING WILL IN THE INTERIM BE READ AS U.S. WAVERING.

5. THE FULL-FLEDGED TRADE CENTER FOR SEOUL CAME UP AS THE SECOND KOREAN ITEM FOR THE MINISTERIAL (AFTER U.S. PROTECTIONIST MEASURES). GARNITZ IS STILL PERSUADED THAT IT IS WARRANTED AND HOPES TO GET IT FUNDED BY MEANS OF FY-78 SUPPLEMENTAL.
STERN

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